



OLYMPIC GOLD

**LIMITED EDITION
SOUVENIR BROCHURE**

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INTRODUCTION

The World's eyes are all on Barcelona.

There's nothing like the Olympic Games to capture the public's imagination.

Every four years, the World's media turn their undivided attention on this international sporting festival.

Across the globe, sporting triumphs and heroic failures will be beamed live to an expectant audience.

And every victory stride and pained grimace will be captured forever by eagle-eyed camera lenses.

For the thousands of athletes competing in over 300 individual events, the Olympics are the culmination of years of dedicated training.



Split seconds and millimetres make or break a performance. It is an emotional and physical roller-coaster. That is the attraction.



And Barcelona will be no exception.

But today's games are a far cry from the Ancient Games of 776 BC, held as part of a 5-day religious festival between the warring factions of Greece.

Then, there was only one main event - the stadium race. However, this rapidly expanded to include a pentathlon of running, discus, javelin, boxing and wrestling. The Games which

lasted more than 1100 years were outlawed in 369 AD by Emperor Theodosius for being pagan and the Olympic torch was extinguished for 1,053 summers.

It was a Frenchman - Baron de Coubertin, who rekindled the spirit of the Games. He proposed the idea of a modern sports competition to the Hall of Sciences, and on April 6th 1896, 80,000 witnessed the



phoenix-like rising of the Olympics. An Olympic motto was conceived to commemorate the event in Athens "The important thing in the Games is not winning but taking part. The essential thing is not conquering but fighting well".



1992 will be the last Games to be held in a single year, afterwards the Olympics will shift to a staggered two year schedule.

However, the very essence of the Olympic ideal burns brighter than ever.

AN OLYMPIC HISTORY

1896 - Athens

The opening of the Games was attended by 13 countries and coincided with the 75th Anniversary of the declaration of Greek Independence from Turkish Rule.

1900 - Paris

Women were allowed to participate in the Games for the first time, albeit only in golf and tennis.

1904 - St Louis

As a sideshow to the World Fair the Olympics were not a great success. George Pogue, became the first coloured person to compete in the games, taking the bronze in the 400m hurdles.

1906 - Athens

To mark the 10th Anniversary, the Games return to Greece.

1908 - London

There were two highly memorable incidents. In

the 400m final, American Runner Carpenter was disqualified for obstruction, his team mates refused to re-run the race and Wyndham Halswelle became the only medal holder due to a walkover. In the Marathon, Italian Dorando Pietri received aid over the finish line, so the race went to Johnny Hayes of America.

1912 - Stockholm

Gold medalist of the pentathlon and decathlon, Jim Thorpe was discovered by the AAU to have broken amateur rules by accepting payments for playing baseball. He was stripped of his medals, but was re-instated in 1973, 20 years after his death.

1920 - Antwerp

The Olympic Flag was introduced.

1924 - Paris

The Finn, Paavo Nurmi ran off with 5 gold medals.

1928 - Amsterdam

The Olympic flame was introduced and thereafter continued to burn





from start to finish of the Games.

1932 - Los Angeles

The games made a lasting impression. Refereeing and technology became increasingly sophisticated.

1936 - Berlin

The torch relay to bring the Olympic flame from the Temple of Zeus was run for the first time: 3,000 runners relayed over seven countries.

1948 - London

Communist nations participated for the first time. For the 2nd time radio coverage was heard: 250 broadcasters narrated in 40 languages.

1952 - Helsinki

The Soviet Union entered its first games. Nino Romaschilova captured their 1st gold, out-hurling her discus competition by 14ft.

15-year-old Barbora Jones ran for the US relay team, making her the youngest track and field



gold medalist.

1956 - Melbourne

The games ran throughout November - December due to the different seasons down-under. The equestrian events were held separately in Stockholm due to rigid horse quarantine laws in Australia.

1960 - Rome

The South Africans competed in their last Olympics until 1992. Danish cyclist Knut Jensen collapsed and died from a drug overdose.

1964 - Tokyo

Asio's first Games

saw Ethiopian marathoner Abebe Bikila become the first man to defend the marathon title successfully, wearing shoes only for his second victory. Four swimming gold medals were won by Don Schollander (US) plus there was a third successive win in the 100m free-style for Dawn Fraser (Aus).

1968 - Mexico

A record 5,530 competitors from 112 nations battled it out at 7,500 feet above sea level. Bob Beamon astonished followers by jumping a record 8.90m while team mate Dick Fosbury 'flopped' to an Olympic Record in the high jump.

1972 - Munich

The television age officially arrived, as millions of people watch the opening ceremonies via satellite. Heroine of the Games was Russian gymnast Olga Korbut



who took the gold for balance, beam and combined team exercises. Mark Spitz (US) won 7 gold medals, each in a world record time.

1976 - Montreal

Ed Moses hurdled into the record books. A record 18,000 spectators watched as Romanian gymnast Nadia Comaneci scored seven perfect 10's.

1980 - Moscow

Britain's Daley Thompson achieved gold in 9 events and won every decathlon from

1977 to 1984. Sprinter Alon Wells (UK) dashed the competition in the 100m and countrymen Sebastian Coe and Steve Ovett confused the crowds by winning each other's events

(the 1500m and 800m respectively).



1984 - Los Angeles

Leading the gold rush was sprinter/jumper Carl Lewis, who equaled the feat of Jesse Owens in 1936 with 4 golds. Greg Louganis dived for gold in both the platform and the springboard, becoming the first Olympian to win both since 1928.



1988 - Seoul

Greg Louganis (USA) dived for gold again, becoming the first man to repeat double springboard and platform wins. But the games were overshadowed by the disqualification and ban of the Canadian sprinter, Ben Johnson, for drug use.

BARCELONA

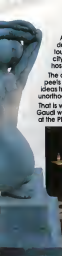
Barcelona is a beautiful, dynamic and vibrant city. Self-confident, assured and arrogant, it is one of Europe's most cosmopolitan centres.

The city's history, geographic location and former political strengths have contributed to a rich culture deeply rooted in the past. It is quite distinct from the Spanish culture of flamenco dancing and bull fighting.

The region's Mediterranean culture is influenced more by Greek and Roman invasions than by the Moorish influences of Spain.



Barcelona and its surrounding region was once known as Carthago. The city itself dates back to 988 AD, and by the 13th century it had one of Europe's first Portfolios.



A nation of hardworkers, the region today has developed as a centre of trade, commerce and tourism. By hosting the 1992 Olympic Games, the city believes it can at last show the world what it has to offer.

The city itself is like a set of Russian dolls. Each layer peels away revealing more about it's past. Building on ideas from outside influences, the people are unorthodox in their tastes.

That is why an avant-garde sculpture by the architect of Gaudí will sit comfortably beside the medieval ambience of the Placça del Reial.



RULES OF THE GAMES, SOME HIGHLIGHTS:

100m Sprint

Races begin at the sound of a starter's pistol. When runners are ready, the starter calls "On your marks," "Set" and the pistol is fired. If a runner jumps the gun or causes a false start, then the race begins again.

A quick start by the athlete off the starting blocks is as important as speed. The runners set their feet against metal starting blocks in a kneeling position. With the "Set" command they raise their knees and when the pistol is fired they push off from the blocks, lengthening their strides to full speed. Runners lean forwards at the end of the race, as it is the torso which must first break the tape.



The Hammer

The hammer is a 16-pound metal ball, attached to steel. The athlete stands in the throwing circle and holding the hammer, swings it below his knees and above his head several times.

Before releasing the hammer he swings round to build up more momentum and force.

Archery

Four elimination rounds of nine arrows are shot at the ring target from four distances.

The maximum score in a single round is 144.

Each score starting at zero for each new round, one archer is prevented from building too big a lead for the final.

110m Hurdles

Hurdlers begin their races like sprinters. The runners are not penalised for knocking down the hurdles, though contact often slows them down. Each hurdle is 1.5 metres high.

Pole Vault

A pole vaulter uses a flexible

pole (usually made from carbon graphite) to push himself up into the air and over a bar. He sprints along a short track, jamming the pole into a box beneath the bar. Then, he raises the pole and hoists himself up into the air and, as he rises from the ground, he turns and pushes himself off the pole.

Springboard Diving

The Olympic springboard diving competition uses a board which is adjustable for "springiness," 3 metres from the pool. Each diver must complete one dive from



the following five groups.

Forward: Facing the front of the board, the diver rotates towards the water. Dives in this category vary from a simple forward dive to somersaults.

Back: The diver stands at the end of the board, with his back to the water. The direction of rotation is away from

the board.

Reverse: Facing the front of the board, using a forward approach and rotating towards the board.

Inward: Standing at the end of the board, back towards the

water and rotating towards the board.

Twisting: This dive includes any forward, backward, inward or reverse dive with a twist. The divers can use one of hundreds of body positions in their dives but it is more important that they use the correct mechanical performance, technique, form and grace to score points from the judges

200m Swimming

At the start, the swimmers are coiled to the starting position and the race is started either by an electronic tone or pistol. If a swimmer jumps the gun, the race is restarted and the offending swimmer disqualified. Turning quickly is crucial, but the swimmer must touch the wall with one or both hands.



THE PAST, THE PRESENT AND THE FUTURE OF THE OLYMPICS

100m Sprint

This year, track fans look forward to the showdown between Canadian Ben Johnson and American sprint champion Carl Lewis. Their rivalry, which began in 1980, ended temporarily at the 1988 Olympic Games when a drugs test revealed that steroids may have helped Johnson to his world record breaking gold medal dash of 9.79 seconds. He was stripped of his medal. Lewis then went on to



win gold in the 200m long jump and 4 x 100m relays - the first such haul since Jessie Owens in 1936.

British sprinter and jumper Harold Abraham trained intensely for 4 years to capture the 100m gold medal in 1924. His story, alongside team mate Eric Liddell, inspired the film "Chariots of Fire".

The Hammer
The Soviets, led by Sergi Litvinov and Ali Sedykh, are set to take medal positions again. They have dominated the event over the past few games and Sedykh will be going for his 3rd Olympic gold in Barcelona. John J. Monaghan, an American policeman, won his 1st Olympic medal in 1900 and his 3rd in London in 1908. The following year, at the age of 41, he threw the hammer 184 feet 4 inches becoming the World's oldest record breaker in track and field history.

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Archery

Having taken 7 medals in the 1988 Games including the women's individual medals and team gold, the Koreans will be aiming to repeat or beat their successful performance in Barcelona. A talented American team including the Olympic Gold champion Jay Barnes, festival champion Ed Edison and World Indoor Champion Jose Asay will feature strongly.

110m Hurdles

At Seoul in '88 American hurdler Roger Kingdom became only the 2nd man to win two Olympic golds in the event, repeating Lee Calhoun's record set in 1960. Kingdom took his 1st gold by 0.03 seconds over team mate Greg Foster in 1984 and in 1988 set an Olympic record of 12.96 winning by 3 metres over Britain's Colin Jackson.

Britain's Lord Burghley the VI Marquess of Exeter won gold in 1928. He later went on to become a member of the International Olympic Committee and played a part in the film "Chariots of Fire".



Springboard Diving

A showdown spectacular between diving champions from China and America is anticipated. In 1991's World Aquatic Championships in Australia, China took four of the six medals available. With the retirement of Olympic Gold medalist and

World Champion Greg Louganis, Tom Liangde is aiming for Gold unless US champion Kent Ferguson and newcomer Mark Lenzi upset the team book.

The never ending string of US Gold medals in the men's springboard events began in 1920 and has only been broken twice-in 1972 by Vladimir Yash and in 1980 by Alexander Partinor.

200m Swimming

With veteran and new talent world wide to draw from, the men's 200m freestyle should be fascinating. Record holders Matt Biondi (US) and Duncan Armstrong (AUS) should once again lead the way. 1976 Olympic star Marc Spitz has also been training to make a come-back. Spitz won a record 7 gold swimming medals in 1972.



Pole Vault

Once again all eyes will be on the Tsar of vaulting, Soviet Sergi Bubka. He has been the world's undisputed champion since 1984 when he set the first of 30 world records, becoming the first vaulter to clear 20ft.



You Can't Beat The Feeling...

"Coca-Cola" has refreshed the Olympic Spirit since 1928, the year the Official Olympic Flame was first lit during the 10th Olympic Games in Amsterdam.

"Coca-Cola", the world's best known taste, was formulated in a back yard in Atlanta, Georgia in 1886. Developed by pharmacist Dr. John Stith Pemberton, it was first sold at Jacob's Pharmacy for 5 cents a glass. His partner, Frank Robinson, named the dark brown liquid "Coca-Cola" as he thought the two C's would be effective in advertising.

In 1888 control of the business passed to business man Asa G. Candler. Seeing the potential for "Coca-Cola" he acquired sole ownership of the business and four years later he formed The Coca-Cola Company. By 1895 Coca-Cola was being drunk in every state of the U.S.A.

In 1919 Candler sold his interest in the Company to Atlanta banker, Ernest Woodruff, whose son Robert established The Coca-Cola Export Corporation in 1926. Under Woodruff's leadership many new merchandising and marketing ideas were born, making "Coca-Cola" a household name worldwide.



The Coca-Cola Company's sponsorship of the 1992 Summer Olympic Games in Barcelona marks the Company's 64th year of continuous Olympic sponsorship. During its six decades of support The Coca-Cola Company has extended its Olympic relationship beyond traditional sponsorship. The Company has become a partner with the Olympic Movement, and has developed innovative approaches towards participation in and support of the Olympic Games.



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